# HOTE

New steel and concrete structure. \$50 rooms, 250 connect-

ing bathrooms. Homelike comfort rather than unnecessarily expensive luxury. In center of theatre, cafe and retail districts. On car lines ransferring all ever city. fuse municipal carline direct in don't Motor Bus meets trains and steamers. Hotel Stewart is recognized as Ha-watten letend treadquarters. Cable a ldress. "Trawets" A B O Code. J. H. Love, Honolulu Representative.

PLEASANTON HOTEL LUY.URIOUS AND CUMFORTABLE STRIC', LY FIRST CLASS DO ROOMS 50 BATHS

vearly 1000 feet elevation; near de pot; grand scenery; fine base fishing For particulars address H L KRUSE Pahlawa Phone negg

HEINIE'S TAVERN Most Popular Beach Report In Rese that are Right-American and European Plan. "On the Beach at Walkik!"



Best grade of work done on Men's Women's and Children's

fanufacturers' store

Messenger Boy Phone 3461

BPRING MILLINERY Confections of unusual beauty

MIBS POWER, Boston Bide.

Silva's Toggery THE STORE FOR GOOD.

Territorial Agents for STANDARD GAS ENGINES

elule from Works Compan PURE ICE Quick Service

Courteous Treatment CARUICE CO.

Big stock of runbes for all purposes LEWERS & COOKE, Ltd.

THING COUNTS LIKE ATIMER VULCANIZING CO. LTO. ATIME St. Phone 2434. Pick and Willer Time

McInerny Park Blegant Lots HAS. DESKY, Agent Herohant, near Fort

MILLINERY HONOLULU HAT CO. Hotel St., near Bethel

Canton Dry Goods Company

The Men's Style Center





We design and manufacture our own jewelry, insuring originality and quality

Young Building

H. CULMAN, Hotel-Fort

H. MIYAKE Oriental Art Goods Fort, above Beretania

Toyo Panamas For Men, Women and Children.

> K. UYEDA, 1023 Nuuanu St.

DEVELOPING PRINTING : ENLARGING Best in the City. Honolulu Picture Framing & Supply Co.

Y. TAKAKUWA & CO.

"NAMCO" CRABS, packed in Canitary Cans, wood lined. Nuuanu St. near King St.

The Waterhouse Co., Ltd. Underwood Typewriters. YOUNG BUILDING.

The Best Fire Protection le that given by

BOWER'S MERCHANT

PATROL Phone 2515 1079 Alakea

FURNISH YOUR HOME RIGHT By fitting it throughout with ou ELECTRIC SHOP

JORDAN'S DRY GOODS

Fort St.

Honolulu Music Co. Everything Musical Fort, next to the Clarion

Buy now while you have the largest variety to choose VALENTINES

Honolulu's Largest Stock ARLEIGH'S, Hotel St.

H. HACKFELD & CO. Commission Merchanta HONOLULU

PURE IBLAND WILK AND CREAM.

Ronolulu Dalrymen's Assn.,

PHOENIX HOSE Recognizes no superior and no

THE CLARION

BAILEY Furniture Co. Love Bldg., 1144-1146 Bort St.

SPECIAL SALE Puse Linen and Pongee Watet YEE CHAN & CO.

Corner King and Bethel Streets



LEGAL NOTICES.

No. 333. TERRITORY OF HAWAII LAND COURT

TERRITORY OF HAWAII TO Charles Lambert; Wing Wo Tai Co.; Chock Tong; Wong Chee; Glovanni A. Somma; Dr. Wah Lam; Hoffschlaeger Company, Limited; I. M. Stainback, Attorney General and Joshua D. Tucker, Commissioner of Public Lands; City and County of Honolulu, by John C. Lane, Mayor and President of the Board of Supervisors, and to all whom it may concern:

Whereas, a petition has been presented to said Court by Hoffschlaeger Company, Limited, an Hawaiian corporation, to register and confirm its title in the following described land: That certain parcel of land with the buildings thereon, situate at the south corner of King and Nuuanu streets, District of Kona, in the City and County of Honolulu, Territory of Hawall, the same being portions of the land mentioned or described in Land Commission Award No. 625, Royal Patent No. 1769 to S. Reynolds; and in Land Commission Award No. 114, Royal Patent No. 298 to A. Paki; and all of the land mentioned or described in Grant No. 6173 to the Trustees under the Will of Simson Magnin, deceased, and particularly described as follows:

Beginning at the north corner of this piece, being also the south corner of King and Nuuanu streets, the true azimuth and distance to Government Survey Station "Mossman" being 154° 38' 54.9 feet the coordinates of said "Kossman Sta." referred to "Punchbowl Trig. Sta.," being 599.4 of your product. feet south and 4723.5 feet west and running by true azimuths:

64° 10' 63.14 feet along the south side of Nuuanu street to the tition No. 298;

Court Petition No. 298 to land described in Land Court Petition No. 216; 242° 18' 39.92 feet along Land

Court Petition No. 216; 152° 20' 58.8 feet along same; 244° 14' 22.66 feet along same to King street;

152° 20' 55.48 feet along the west side of King street to the point of beginning: Area, 5875 square feet:

prayer of said petition should not be Witness the Honorable William L. Whitney, Judge of said Court, this 36th day of January, in the year nine-teen hundred and sixteen. Attest with seal of said Court:

A. K. AONA,

6386—Jan. 26, Feb 2, 9, 16. CORPORATION NOTICES.

ANNUAL MEETING KAHULUI RAILROAD COMPANY

Notice is hereby given that the an-Notice is hereby given that the annual meeting of the Stockholders of Rahului Railroad Company will be held at the office of the Company, Stangenwald Building, Honolula, T. H., on Thursday, the 10th day of February, 1816, at 2:30 o'clock p. m. JOHN GUILD,

Honolulu, January 29, 1916, 6888-121

ANNUAL MEETING.

Home Insurance Co. of Hawaii, Ltd.

Notice is hereby given that the annual meeting of the shareholders of the Home Insurance Company of Ha-wall, Limited, will be held at the of-fice of the company, 96 King street corner of Fort, of the City and County of Honolulu, Territory of Hawaii. Thursday, February 10th, 1916, at 4 e'clock p. m.

NORMAN WATKINS. Secretary, Home Insurance Co. of Hawali, Ltd. Honolulu, Hawaii, February 2, 1916. 6387-7t

NOTICE

Notice is hereby given that the an nual meeting of the stockholders of the Guardian Trust Company, Limited. has been called and will be held at the offices of the Company in the Stangerwald Building, Merchant street, in Honolulu, T. H., on Thursday, February 10, 1916, at 9 o'clock a. m. A. F. AFONG.

Secretary. 6384-Jan. 29, Feb. 5, 9.

NOTICE OF ANNUAL STOCKHOLD ERS' MEETING. The annual meeting of the Haiku

Fruit & Packing Co., Ltd., will be held in the Halku Clubhouse, at Halku, Hawall, on Friday, February 11th, 1916, at 2 o'clock p. m. E. S. SMITH.

Secretary. 6385-Jan. 31, Feb. 4, 9 MID-PACIFIC CARNIVAL RATES.

Hawaii to Honolulu and return, \$15. Maui to Honolulu and return, \$8. Kaual to Honolulu and return, \$8. An extra charge of one dollar each way will be made for certain deck berths on steamers between Maui, Kauai and Honolulu, with the exception of the "Maui" and "Mikabala." Tickets issued to arrive at Honolulu

February 19, 1916. Return limit, March 1, 1916. INTER-ISLAND STEAM NAVIGA- & W TION COMPANY, LIMITED.

# Home Course in Advertising

To be Condested in this Paper by Alex F. Osborn. Instructor in Advertising Buffalo YMCA Which School IN 90 CHAPTERS A CHAPTER A DAY







CHAPTER LXII.

#### DEALER-COOPERATION AND MEDIA-SELECTION.

As H. Cray Dare has said: "If you will interview the dealers the country over you will find that that general media will create big business for them is not beyond challenge. You will hear them say: "Yes, but what are you going to do for us," In other words, the know that that which will sell the goods for them is the local newspaper advertising, either over their name or not, as the conditions may demand. Incidentally, just think what it would mean if your salesman could say to the customer: 'You will need a little bigger stock this time. We are going to advertise in your local newspapers. We are after the dealer's cooperation."

So in this way the question of media will be decided largely by your plan of distribution. If you want the dealer's cooperation, you may decide differently in regard to advertising details than if you did not care whether the dealers gave you his aid in the promotion

The big virtue of newspaper advertising is this dealer cooperation. And, analysis of distribution problems has shown that the dealer, in systems where he is a part of the distributive machinery, is all imnorth corner of Land Court Pe- portant. He controls the situation in a majority of cases. Fifty-five

332° 03' 115.55 feet along Land a certain class of goods that customer wants to buy. That ratio is based on an investigation by some Chicago publishers. They sent circulars to Chicago consumers asking them how they were influenced to buy goods. Exactly 55 per cent of those who replied said they depended entirely upon the statements by the retail

out of one hundred times he tells the customer what particular kind of

The manufacturer, in order to get his goods into the homes must have the support of the retailer, and that support can't be forced if 55 per cent of the people are going to depend upon what their merchants tell them. If the manufacturer is going to spend some money in an effort to create a local demand among the consumers, let him help the Land Court, to be held at the dealer with local advertising. There is more to be gained through City and County of Honolulu on the this cooperation than along any other lines. If the dealer refuses to 18th day of February, 1916, at 2 have anything to do with the goods, all the advertising the manufaco'clock in the afternoon, to show turer can do to reach the consumer won't be anywhere near worther cause, if any you have why the

granted. And unless you appear at The dealer can negative and sometimes turn into failure a well-orand Court at the time and place afore ganized and otherwise successful national campaign. If the man in the said your default will be recorded, and the said petition will be taken as confessed, and you will be for ever barred from contesting said petition or any decree entered thereon.

The positive side of the dealer's cooperation which newspaper advertising makes possible, is that the dealer can feel the direct result of the advertising. He feels the direct effect the advertising exerts upon the consumer, because the next day after the ad appears in the newspaper the women in his neighborhood come in and ask for the goods advertised. This advertising also has an effect on the dealer MOVEMENTS OF himself. He reads the ad and feels the adidtional enthusiasm as to your goods. Through that fact that he thus thinks more of your goods, he is instinctively more likely to push them.

In many cases the national advertiser has the newspaper insert the name of the dealer under the ad. This pleases the dealer. It announces that the dealer has your goods. Practically, it almost makes the dealer seem to boast that he has your goods, for if he were not proud of the fact, he would not announce that he carried your line.

That interpretation naturally keeps the dealer keen to push your goods. Thus, he involves himself in a cooperation which he otherwise might not give. However, there is an objection to putting the dealer's name under the ad. Many dealers refuse to have their names appear under the same ad which includes the names of their competitors. They want to have their names appear alone. If you grant that privilege, then the other dealers whose names were not under the ad may become antagonized against your goods, and you will have less cooperation than if you ran no advertising at all. There is always that dilemma The salesman in the field must decide how the question shall be solved. because he knows the local conditions in a given community. Those local conditions will determine whether the names of none, or one or more should be listed on the newspaper ads as local dealers.

In any event, the probability is that more dealer cooperation can be secured by localized advertising of this kind than by the use of gencral media.

BY AUTHORITY.

SEALED TENDERS.

Sealed tenders will be received by the Board of Harbor Commissioners until 2 p. m., Wednesday, March 1, 1916, for the construction of a new wharf at Walmes, Kauai. Plans, specifications and blank forms of proposal are on file in the office of the Board of Harbor Commissioners, Capitol Building, Honolulu, T. H. The Board of Harbor Commission-

ers reserves the right to reject any or all tenders. (Signed) CHARLES R. FORBES. sioners.

Honolulu, February 8, 1916. 6392-10t

SEALED TENDERS

Sealed tenders will be received by the Board of Harbor Commissioners until 2:00 p. m., Wednesday, March 1, 1916, for the construction of a warehouse at Hanalei, Kauni. Plans, spe cifications and blank forms of propo-Board of Harbor Commissioners, Capitol Building, Honolulu, T. H. The Board of Harbor Commission-

or all tenders. (Signed) CHARLES R. FORBES, Superintendent of Public Works and Chairman, Board of Harbor Commissioners. Honolulu, February 7, 1916.

ers reserves the right to reject any

SEALED TENDERS.

Board of Harbor Commissioners, Canitol building, Honolulu, T. H. The Board of Harbor Commissioners reserves the right to reject any or

(Signed) CHARLES R. FORBES. Chairman, Board of Harbor Commis-Honolulu, February 5, 1916.

6391-10t

RESOLUTION NO. 443.

Be it resolved by the Board of Supervisors of the City and County of Honolulu, Territory of Hawaii, that the sum of Three Thousand Dollars Chairman, Board of Harbor Commis- (\$3,000.00), be and the same is hereby appropriated out of all moneys in the Permanent Improvement Fund in the Treasury of the City and County of Honolulu, for an account to be known as Construction Keamania Coral Road, Waialua District.

Presented by ROBERT W. SHINGLE.

Date of Introduction: Honclulu, Hawaii. February 4, 1916.

resolution passed First Reading and ordered to print at the meeting held by the Board of Supervisors, Friday. February 4, 1916, on the following vote of said board:

Ayes: Arnold, Hollinger, Horner, Logan, Shingle, Total, 5. Noes: Larsen, Total, 1. Absent and not voting: Ahia tal, 1.

Deputy City and County Cler't. 6391-3t

E. BUFFANDEAU.

## OCEANIC STEAMSHIP CO.

51/2 DAYS TO SAN FRANCISCO.

FOR SAN FRANCISCO: FOR SYDNEY: Sonoma ......Feb. 29 Sierra ......Feb. 14 Ventura .....April 11 Sierra ..... Apr. 17 C. BREWER & CO., LTD. ::

:: :: General Agents

## **Matson Navigation Company**

Direct Service Between Sa	n Francisco and Honolule
FROM SAN FRANCISCO:	FOR SAN FRANCISCO:
8. S. WithelminaFeb. 15	S. S. MatsoniaFeb. 9
S. S. ManoaFeb. 22	S. S. LurlineFeb. 15
S. S. MatsoniaFeb. 29	S. S. Wilhelmina Feb. 25
8. S. Lurline Mar. 7	S. S. ManoaFab. 299
S. S. Hilonian, Seattle for Honolule	direct, February 5, 1916.

CASTLE & COOKE, LIMITED, Agents, Honolulu

### TOYO KISEN KAISHA

Steamers of the above company will call at and leave Honolulu on

or about the dates	mentioned below:
FOR THE ORIENT:	FOR SAN FRANCISCO
Shinyo MaruFeb. 11	Chiyo MaruFeb. 18
Persia MaruFeb. 29	Tenyo Maru
8. 8, Chiyo Maru Mar. 10	6. S. Nippon MaruMar. 2
Tenyo MaruMar. 31	S. S. Shinyo MaruApril
The state of the s	

CASTLE & COOKE, LIMITED, Agents, Honolulu

AMERICAN-HAWAIIAN S. S. CO. THE PANAMA CANAL LINE A Steamer will be despatched from NEW YORK FOR HONOLULU and Pacific Coast Ports every TEN DAYS via Straits of Magellan. From SEATTLE and TACOMA, S. S. ALASKAN, to sail on or about February 13th. From Portland or to Honolulu, direct, S. S. "Kentuckian," to sail about February 24. For particulars as to rates, etc., apply to

#### CANADIAN-AUSTRALIAN ROYAL MAIL LINE

For Victoria and Voncouver: For Suva, Auckland and Sydney Makura ..... Mar. 31 THEO. H. DAVIES & CO., LTD., GENERAL AGENTS

## MAIL STEAMERS

General Freight Agent.

C. P. MORSE,

VESSELS TO ARRIVE

Thursday, Feb. 10. Maui-Claudine, I.-I. str. Friday, Feb. 11. San Francisco-Shinyo Maru, T. K.

Saturday, Feb. 12. Hilo-Mauna Kea, I.-I. str.

VESSELS TO DEPART Thursday, Feb. 10. Kauai-Maui, I.-I. str.

Friday, Feb. 11. Yokohama-Shinyo Maru, T. K. K. Maui-Claudine, 1-I. str.

Saturday, Feb. 12. Hilo-Mauna Kea, 1.-I. str.

MAILS Mails are due from the following cints as follows: San Francisco-Shinyo Maru, Feb. 11. Japan, China and Philippines Chiyo p. m. Maru, Feb. 14.

Australia-Sonoma, Feb. 29. Vancouver-Makura, Feb. 23. Mail will depart for the following points as follows: San Francisco-Chiyo Maru, Feb. 15, Japan, China and Philippines-Shinyo Maru, Feb. 11. Australia-Sierra, Feb. 14.

Vancouver-Niagara, Mar. 3.

TRANSPORT SERVICE Logan, due here from Panama for Manila, Friday morning. Thomas, due here Feb. 13 from San Francisco. Sherman, salled Feb. 5, for San Fran-

Sheridan, at Manila Dix sailed from Manila for Seattle via Honolulu, January 15. Warren, in the Philippines. Buford, at Cristobal

PASSENGERS DEPARTED

Per I.I. str. Kinau, for Kauai, February 8 .- Mrs. Welcker, Mr. and Mrs. A. S. Wilcox, Miss Allen, Wm. Cockett, R. R. Crack, James Wakefield, F. Gay. F. Boyer, H. T. Hayselden, H. O. I hereby certify that the foregoing Blaisdell, Miss Olga Bechert, Miss Skinner, K. Jensen, G. N. Wilcox, C. Steamers to depart for-S Weight, Theo. E. Martin, A. Haneberg, W. C. Paike, Miss M. Waterhouse, Miss Pinder, A. Guthmann and 14-Sierra ..... Sydney wife, Mrs. L. G. Phillips, Mrs. C. J. 14-U. S. A. T. Thomas Beltlen, F. Ellis.

#### POSTOFFICE TIME-TABLE FOR MONTHS

The following postoffice time-table course, subject to change if sudden

DO IT ELECTRICALLY

Hawaiian Electric Co.

H. HACKFELD & CO. LTD.

FREIGH Also reservations any point on the WELLS FAR 00 & 00, 72 &. King St. Tel 1619

OAHU RAILWAY TIME TABLE

For Watanae. Watalus, Kabuka and way stations—\* 9:16 a. m., \*2.20 p. m. For Pearl City, Swa Mill and way stations-17:30 a. m., 9:15 a. m. \*11:30 a. m., \*2:15 p. m., \*2.30 p. m. 5:15 p. m., 19:30 p. m., 111:15 p. m. For Wahiawa and Lellebus—10:39 a. m., 12:40 p. m., "5.00 p. m., "11:00

INWARD Arrive Honoluly from Kahuka, Wat-

Arrive Honoluly from Ewa Mill and Pearl City-17:45 a. m., \*8.36 a. m., \*11:02 a. m., \*1:40 p. m., \*4.36 p. m. \*5:31 p. m., \*7:30 p. m. Arrive Honolulu from Wahlaws and

Leliehus—\*9:15 a. m., +1:55 p. m. \*4:01 p. m., \*7:10 p. m. The Haletwa Limited, a two-hour train (only first-class tickets honored) leaves Honolulu every Sunday at 8:36 a. m., for Haleiwa hotel; returning ar-rives in Honolulu at 10:10 p. m. The Limited stops only at Pearl City and

\*Daily, +Except Sunday, #Sunday only, G. P. DENISON, F. C. SMITH.

13-U. S. A. T. Thomas San Francisco 14—Sierra ......San Francisco 15—Wilhelmina .....San Francisco 15-Wilhelmina ..... 22-Manoa ...........San Francisco 23-Makuri ..... Vancouver 25-China ..... Hongkong 29 Sonoma ..... Sydney 29-Matsonia .........San Francisco

11-Shinyo Maru ..... Hongkong 15-Lurline ........ San Francisco 15-Chivo Maru ..... San Francisco 23-Wilhelmina ..... San Francisco

WES ........... 25-China ..... San Francisco 26-Great Northern ... San Francisco 29-Sonoma ..... San Francisco

Officers and members of the crew of the liner Persia refused to give affect to American consular agents to America